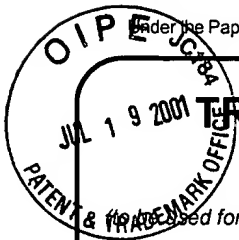


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Application Number	09/778,666
Filing Date	February 6, 2001
First Named Inventor	Main, Robert
Group Art Unit	2167
Examiner Name	
Attorney Docket Number	017887005800

Total Number of Pages in This Submission 5

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Remarks		The Commissioner is authorized to charge any additional fees to Deposit Account 20-1430. NUMBER OF PAGES DOES NOT INCLUDE CITED REFERENCES

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm and Individual name	Townsend and Townsend and Crew LLP Horace Ng	Reg No. 39,315
Signature		
Date	July 17, 2001	

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On

July 17, 2001

TOWNSEND and TOWNSEND and CREW LLP

By:

Aimebeth Piz.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Robert Main

Application No.: 09/778,666

Filed: February 6, 2001

For: SYSTEM AND METHOD FOR
MANAGING ADVERTISING
INVENTORY TO MAXIMIZE
ADVERTISING REVENUE

Examiner:

Art Unit: 2167

INFORMATION DISCLOSURE
STATEMENT UNDER 37 CFR §1.97 and
§1.98

Assistant Commissioner for Patents
Washington, D.C. 20231

Sir:

The references cited on attached form PTO-SB/08B are being called to the attention of the Examiner. Copies of the references are enclosed. It is respectfully requested that the cited references be expressly considered during the prosecution of this application, be made of record therein, and appear among the "references cited" on any patent to issue therefrom.

As provided for by 37 CFR 1.97(g) and (h), no inference should be made that the information and references cited are prior art merely because they are in this statement and

no representation is being made that a search has been conducted or that this statement encompasses all the possible relevant information.

Applicant believes that no fee is required for submission of this statement, since it is being submitted prior to the first Office Action. However, if a fee is required, the Commissioner is authorized to deduct such fee from the undersigned's Deposit Account No. 20-1430. Please deduct any additional fees from, or credit any overpayment to, the above-noted Deposit Account.

Respectfully submitted,



Horace Ng
Reg. No. 39,315

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